

<b>TSC Category</b>	Customer Experience					
<b>TSC</b>	Service Innovation Culture					
<b>TSC Description</b>	Establish service innovation strategies and develop operating systems, policies and processes to support service excellence and innovation					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
				<b>HAS-CEX-4012-1.1</b>	<b>HAS-CEX-5012-1.1</b>	
				Promote a service innovation culture in the organisation and evaluate the success of implemented service innovation ideas	Champion a service innovation culture within the organisation by establishing a service innovation strategy to provide directions that initiate the development of operating systems, policies and processes to support service excellence and innovation	
<b>Knowledge</b>				<ul style="list-style-type: none"> <li>• Methods to promote the service innovation culture</li> <li>• Organisational work practices and procedures that support service innovation</li> <li>• Characteristics of a leader</li> <li>• Methods to evaluate the success of implemented service innovation ideas</li> </ul>	<ul style="list-style-type: none"> <li>• Components of a service innovation framework</li> <li>• Process of developing a service innovation framework</li> <li>• Methods to establish a service innovation culture</li> <li>• Methods to evaluate service innovation framework</li> </ul>	
<b>Abilities</b>				<ul style="list-style-type: none"> <li>• Promote a service innovation culture within the organisation</li> <li>• Communicate importance and need for service innovation</li> <li>• Establish working conditions that encourage the application of service innovation</li> <li>• Promote the benefits of service innovation</li> <li>• Lead team in generating service innovation ideas</li> <li>• Facilitate the implementation of service</li> </ul>	<ul style="list-style-type: none"> <li>• Develop service innovation framework</li> <li>• Establish a culture that promotes service innovation</li> <li>• Evaluate service innovation framework to analyse impact on organisation's key performance indicators</li> </ul>	

				<p>innovation ideas at the workplace</p> <ul style="list-style-type: none"> <li>• Develop a business case for the service innovation ideas generated</li> <li>• Solicit senior management's endorsement on service innovation ideas generated</li> <li>• Guide staff in the development of implementation plans for service innovation ideas generated</li> <li>• Identify resources required for implementation of service innovation ideas</li> <li>• Pilot the service innovation ideas</li> <li>• Identify key performance indicators to measure success of service innovation ideas</li> <li>• Identify areas of improvement and key considerations for large scale implementation</li> <li>• Evaluate success of implemented service innovation ideas</li> </ul>	
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